



WEST BENGAL STATE UNIVERSITY
B.A. Honours 4th Semester Examination, 2020

JORACOR09T-JOURNALISM AND MASS COMMUNICATION (CC9)

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) Farm Radio Forums was founded in which of the following country?
(A) USA (B) France (C) Canada (D) England
- (ii) As Per Roger's Model of Diffusion of Innovation, the Third World Countries' population is placed in the category of "Laggards". It means that-
(A) They are slow to adopt any change
(B) They do not take any time to adopt a change
(C) They never adopt any change
(D) They adopt the change if there are financial incentives
- (iii) SITE was launched in India in
(A) 1974 (B) 1975 (C) 1976 (D) 1977
- (iv) Who wrote the book *Mass Media and National Development*?
(A) Wilbur Schramm (B) Daniel Lerner
(C) Lucien Pie (D) None of these
- (v) What do you mean by G2C?
(A) Government to Customer (B) Government to Citizen
(C) Government to Consumer (D) None of these
- (vi) Radio FTII 90.4, a community radio station was inaugurated on
(A) Jan 29, 2007 (B) March 29, 2008
(C) Jan 29, 2009 (D) March 29, 2010
- (vii) Which of the following is not an Millenium Development Goal?
(A) Improve material health, achieve universal access to safe drinking water
(B) Sanitation and hygiene
(C) Ensure environmental sustainability
(D) Achieve universal primary education
- (viii) Ghumar is the folk dance form of
(A) Maharashtra (B) Gujrat (C) Uttar Pradesh (D) Rajasthan

2. Answer any *four* questions from the following:

10×4 = 40

- (a) "Starting in the 1970s, there were serious criticisms leveled at the propositions of the modernization paradigm, especially by scholars from Latin America and Asia." — Discuss.
- (b) What is Development Communication? Discuss the Gandhian Model of Development.
- (c) Write briefly on Sustainable Development and Participatory Communication.
- (d) "Radio has certain unique advantages for development communication under Indian conditions."— Do you think so? Discuss with case studies.
- (e) Discuss the role of Community Radio in development communication in India.
- (f) Evaluate the role of rural newspaper as a medium of development communication.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—